

## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/30 thru 12/06. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIO	JS WEEK	(	PREVIOUS YEAR				
	Feature Rate		27.5% of 22,500 stores				.1% of 22	2,500 sto	res	33.4% of 19,500 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LAR	≀GE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			1,990	1.68			20	0.99			820	1.23	
G	White 18 pack	10	2.25	270	2.25	40	2.50	60	2.27	30	2.99	1,550	2.05	
U	Brown 12 pack													
L	USDA GRADE A													
A	White 12 pack	10	1.67	490	1.47	10	1.48	640	1.32	40	1.55	990	1.23	
R	White 18 pack			540	2.03			650	2.43			820	1.84	
	Brown 12 pack							60	1.99					
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	20	3.29	220	4.23			240	4.20	170	3.96	190	4.01	
E	OMEGA-3													
c	White 12 pack			820	2.72	80	2.99	400	2.55	100	1.99	560	2.30	
ĭ	Brown 12 pack			160	2.58			250	3.55	130	3.19	30	2.50	
A	CAGE-FREE													
L	White 12 pack			640	2.60			670	2.68	100	2.99	50	2.99	
Т	Brown 12 pack			1,120	2.70			960	2.85			120	2.59	
Υ	VEGETARIAN FED													
	White 12 pack			100	2.99									
	Brown 12 pack			120	3.00			40	2.50					

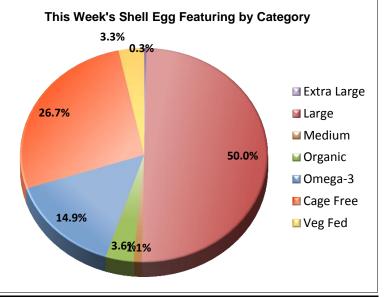
<b>Lar</b> (	ge White Eggs	Grade A or bette	r, avg. feature pric	e converted to \$/doze	n	
1.55						1.58
1.50			1.49		1.47	
1.45				1.41		
1.40	1.39	1.37				
Oct 26-	Nov-01	Nov 02-08	Nov 09-15	Nov 16-22	Nov 23-29 Nov 3	30-Dec-06

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,310	1,480	4,250	Large Eggs on
Specialty	3,200	2,640	1,450	Nov-26-2012
Total (includes MD)	6,580	4,120	6,080	450.8
Special Rate 4/:	2.0%	0.2%	8.0%	up 2.6%

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is more active than last week with Large eggs accounting for over half of the features. Ads for Extra Large and Medium eggs are very hard to find. The average price of Grade A, or better, Large white eggs to consumers continues trending upward. The occurrence of "no price" incentives increase with shoppers receiving eggs free when an additional item is purchased. Specialty shell egg features are higher than the previous week and cage-free eggs are showing up in all areas. The number of promotions for liquid shell egg products is higher as features for 14-16 ounce cartons increase in store volume. Seasonal egg nog promotions are down slightly, but still maintaining a high level of visibility in circulars.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHE (CT,DE,MA,MD,ME,	E <b>AST U.S.</b> NH,NJ,NY,PA,R	I,VT)		(AL,I		AST U.S. C,SC,TN,VA,WV	′)	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
Feature Rate 1/ Activity Index "		30.4% of 4,400 s Activity Index = 1,77	sampled outlets	· <i>′</i>		3.9° Activity	% of 6,000 s Index = 120	ampled outlets (includes Medi	,	30.0% of 4,000 sampled outlets Activity Index = 1,500 (includes Medium)							
CLASS		EXTRA LARGE		RGE		EXTRA LA	RGE	LAR	RGE	EXTRA	LARGE		RGE				
		Price Range Stores Avg 3/	Price Range	Stores A		Price Range Sto	ores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/			
USDA	White 12 pack		1.69 - 1.88	150	1.77			1.69	40 1.69			1.25 - 1.29	20	1.27			
GRAD	White 18 pack											1.98	40	1.98			
AA	Brown 12 pack	)A(I :: 40 I				14/	" 40 1				14/1 / 40 1						
	White 12 pack	White 12 pack	1.04 - 1.88	260	1.30	vvn	ite 12 pack			1.67	White 12 pack 10 1.67	0.99 - 1.99	190	1.59			
USDA			2.19	260 170						1.07	10 1.07	1.39 - 1.98	320	1.95			
GRAD	· ·		2.19	170	2.19							1.39 - 1.90	320	1.90			
A	· ·	White 12 pack	1.25	10	1 25	Wh	ite 12 pack				White 12 pack	1.19	10	1.19			
	MEDIUM	White 30 pack	1.20	10	1.20		ite 30 pack				White 30 pack	1.10	10	1.10			
US	DA ORGANIC										, , ,						
	White 12 pack																
S	Brown 12 pack		3.99 - 5.98	190	4.34					3.29	20 3.29						
E ON	IEGA-3																
c	White 12 pack		1.99 - 3.19		2.69							2.40 - 2.50	10	2.45			
1	Brown 12 pack		2.99 - 3.29	80	3.18												
A CA	GE-FREE																
L	White 12 pack		2.99		2.99							2.49 - 2.89	410	2.62			
T	Brown 12 pack		2.59 - 4.58	130	3.32			3.39	80 3.39			2.29 - 3.39	470	2.60			
YVE	GETARIAN FED White 12 pack		2.99	100	2.99												
	Brown 12 pack		3.00		3.00												
	BIOWII 12 Pack	SOUTH CF	NTRAL U.S	120	3.00		SOUTHW	/FST U.S.			NORTH	WEST U.S.					
		(AR,AZ,CO,KS,LA,		UT)				II, NV)				OR,WA,WY)					
F	eature Rate 1/	30.3% of 4,000 s				50.6		sampled outlets				sampled outlet	s				
	ctivity Index 2/	Activity Index = 1,09		-	0 (includes Med		Activity Index = 810 (includes Medium)										
	White 12 nack	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1.00 - 1.69	470	1.49	-	,	1.50 - 1.98	950 1.78			1.50 - 1.69	360	1.67			
USDA	White 18 nack					2.25	10 2.25	1.60 - 2.50	190 2.37			1.77 - 1.98	40	1.94			
GRAD AA	Brown 12 pack																
~~	MEDIUM	White 12 pack				Wh	ite 12 pack	1.29	40 1.29		White 12 pack						
	White 12 pack		2.00		2.00												
USDA	· ·		1.98 - 1.99	50	1.98												
GRAD	E Brown 12 pack																
Α	MEDIUM	White 12 pack White 30 pack	0.99	10	0.99		ite 12 pack ite 30 pack				White 12 pack White 30 pack						
Lus	DA ORGANIC	Write 30 pack				VVII	ille 30 pack				Write 30 pack						
	White 12 pack																
S	Brown 12 pack							3.99	10 3.99			3.29	20	3.29			
PON	IEGA-3																
E	White 12 pack		2.00	30	2.00			1.99 - 2.50	50 2.36			3.00	200	3.00			
C	Brown 12 pack		1.99 - 2.00	50	2.00							1.98 - 1.99	30	1.98			
CA	GE-FREE																
Ĺ	White 12 pack		2.50	80				2.50	40 2.50			2.49 - 2.50	80	2.49			
Т	Brown 12 pack		2.49 - 2.50	360	2.49			2.50	2.50			2.49 - 2.50	80	2.49			
YVE	SETARIAN FED																
	White 12 pack																
	Brown 12 pack																

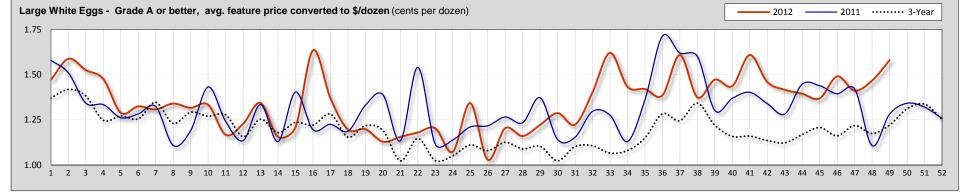


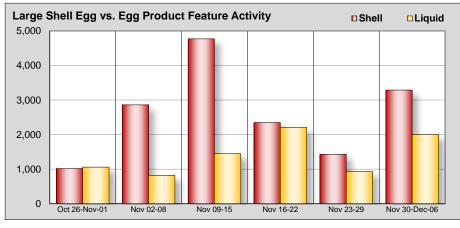
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

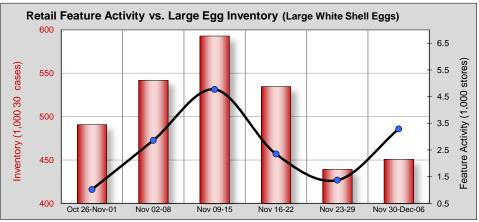
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/30 thru 12/06.

(prices in dollars per carton)

										•					
EGG	THIS	HIS LAST LAST		NORTHEAST		SOUTHEAST		MIDW	MIDWEST		SOUTH CENTRAL		SOUTHWEST		WEST
PRODUCTS	WEEK	WEEK	YEAR	NONTHEAST		OCCITICACI		MIDWEOT		300111 OLIVINAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	8.7%	2.8%	6.0%	11.3% of 4,4	11.3% of 4,400 sampled 2		20.9% of 6,000 sampled		5.4% of 4,000 sampled		0.0% of 4,000 sampled		0.0% of 2,900 sampled		0 sampled
2/ Activity Index	2,000	930	1,870	Activity In	Activity Index = 520		Activity Index = 1,250		Activity Index = 220		Activity Index = 0		Activity Index = 0		dex = 10
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,640 1.98	1.98 800 2.49 1,120 2.63 1.99 - 3.49 370 2.31 1.67 1,040 1.6		1,040 1.67	1.99 - 3.00	220 2.85					2.99	10 2.99			
32 oz. crtn	350 2.80	130 4.18	750 3.61	3.99	140 3.99	2.00	210 2.00								
3 - 4 oz. cup	10 2.99			2.99	10 2.99										
2 - 8 oz. cup															
EGG NOG	THIS	LAST	LAST	NORTH	JEAST	SOUTH	SOUTHEAST		MIDWEST		SOUTH CENTRAL		WEST	NORTHWEST	
EGG NOG	WEEK	WEEK	YEAR	NOKII	TEAST	30011	ILASI	IVIIDV	/E31	3001110	ENIKAL	30011	IWESI	NORTH	WEST
1/ Feature Rate	15.3%	16.7%	19.2%	19.2% of 4,4	100 sampled	5.8% of 6,000 sampled		7.6% of 4,000 sampled		19.3% of 4,000 sampled		27.4% of 2,900 sampled		31.6% of 1,200 sampled	
2/ Activity Index	3,340	3,920	4,930	Activity In	dex = 850	Activity In	dex = 210	Activity Index = 320		Activity Index = 770		Activity Index = 780		Activity Index = 410	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3	Price Range	StoresAvg 3/
32 ounce	740 2.27	820 2.52	1,860 2.19	1.99 - 2.49	300 2.37	1.99 - 2.50	120 2.24	1.67 - 2.50	60 2.01	1.99 - 2.39	250 2.21			2.99	10 2.99
64 ounce	2,600 3.42	3,100 3.68	3,070 3.38	2.99 - 4.69	550 3.94	2.99 - 3.29	90 3.13	2.88 - 3.99	260 3.60	2.69 - 3.99	520 3.30	2.50 - 4.99	780 3.06	3.26 - 4.99	400 3.51







Note: See page 1 for explanatory notes.